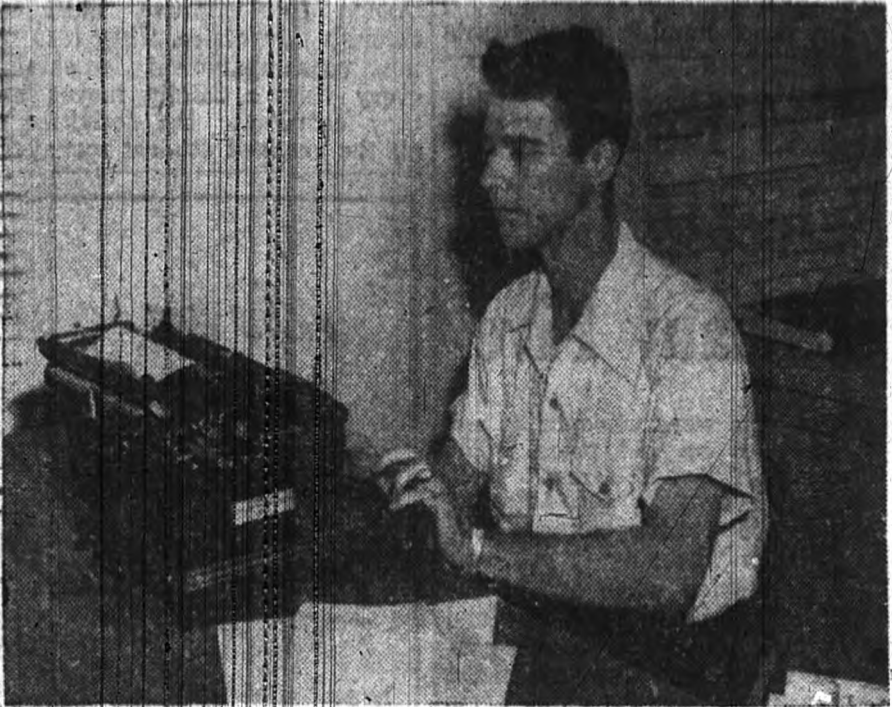


Step 1



Marvin Brown, staff reporter of The Battalion, takes the first positive step toward getting a news story. He has been assigned by the Managing Editor to see Bill Turner, director of the Singing Cadets. The interview is now in progress.

Step 2



Brown returns to The Battalion office and begins to write his news story. With all the facts in mind, he selects the most important things that Turner has told him and then tries to put the facts down in proper journalistic style.

Step 3



Completing the second draft of the news story, Brown checks for errors in spelling and grammar. He then turns the story over to Bill Billingsley, managing editor for that particular day. Billingsley checks the story for accuracy and general content and asks one of his "right hand" men to write a head for the story. These right-hand men are more experienced men who have had considerable reporting experience.

Step 4



The Managing Editor turns the story and the accompanying head over to Clayton Selph, copyreader. The copyreader's job is an unheralded but important part of the newspaper office. Selph checks again for spelling of names, dates, grammar, and general style. If necessary, deletions are made to make the news story conform to proper journalistic style. This is outlined in a Stylebook written by the editors for use by the staff.

Step 5



Billingsley takes our news story and the rest of the copy to the A&M Print Shop in the basement of Godwin Hall. Clyde Johnson, night linotype operator, leans back and grins in anticipation of the night's work—setting the next day's Battalion. After the last line has been set, he runs a "galley proof" which will be checked for typographical errors the next morning.

Step 7



After corrections have been made, the news stories, headlines, and pictures with descriptions of them are placed in the forms. Usually while Sully, the composition man on the right, is putting the Editorial and Sports Pages together, one of the Battalion staff puts the Front Page together. On this particular day, Kenneth Bond, co-editor, is shown cutting a line rule to the proper size.

Step 8



Selph returns to the scene as a page proofer. His job now is to be sure that headlines and stories coincide, and pictures and their captions match. Any typographical errors that have been missed are ferreted out, and the page proof is sent to the linotype for final corrections.

Step 9



Forms are "locked" and wheeled into the pressroom. The pressman puts them in place and starts the press moving, slowly at first and later back and forth at high speed. Folded copies of The Battalion drop down on a stand and are picked up by the Circulation Department. There it is, thirty students go down one afternoon to the Batt office and while away about six or seven hours; the print shop men while away about 10 hours more. Later copies of The Battalion appear in the forms miraculously—about as miraculously as a slide rule works on ME problems.

More Work Than Meets Eye Went In Battalion Stories You Read Today

More work than meets the eye goes into the Battalion you read each day. Though few realize it, each story whether it is a news account of some campus event, a feature, an editorial, or a sports article, goes through many hands and through a gamut of technical procedures before it finally comes out in print.

For instance, that news story on the front page—at one time it was just the figment of one of the editors or managing editor's imagination.

The Batt's day generally starts with the managing editor, for it is he who controls the operation of the news pages. He begins by deciding what stories he can use for the next edition. He then calls for a reporter and assigns him that particular news story on the front page.

When the reporter gets his assignment from the M.E., he is generally told the name of an authority to contact for his information. Since the reporter's job is to get all the information and particularly the most important, he must while interviewing the authority, have a "keen ear" for important points or new angles that might be developed into the main point of the story.

After getting all the information that he needs from his news source, the reporter returns to the Batt office to pick out the important facts and integrate them into an accurate, concise, and readable story.

After completing his story, he turns it back to the managing editor, whose work then really begins. He reads the story, checking it carefully for accuracy of fact, making any necessary corrections, and then determines what size headline it should have. In doing this, he selects a size that suits not only the importance of the story but also one that will be attractive on the page. The story is then turned over to an experienced reporter or "desk man" who writes a head that must fit the allotted space as well as tell what is in the story.

The "copy" is pretty well along the line now, but it still has a

long way to go before it gets into print.

Having approved the headline, the managing editor then turns the copy over to the copyreader, who, in a manner of speaking, runs it through the "mill." This consists of checking for style as set down in The Battalion style book and correcting all errors from misspelled words to capitalization, commas, and periods.

The copyreader's desk is the last stop for a story in the news department. From there it goes "below decks" to the Print Shop.

Downstairs, the wheels really begin to grind. Here is where the real mystery behind newspapers is found. That front page story doesn't go from the editor's desk to

the printed sheet by a magical process. When the copy gets to the print shop, it goes in two directions—the stories to the linotype operator and the headlines to the "headsetter." After the stories have been set up in type, which takes about six or eight hours, they are "proofed" and sent back upstairs to be checked for typographical errors.

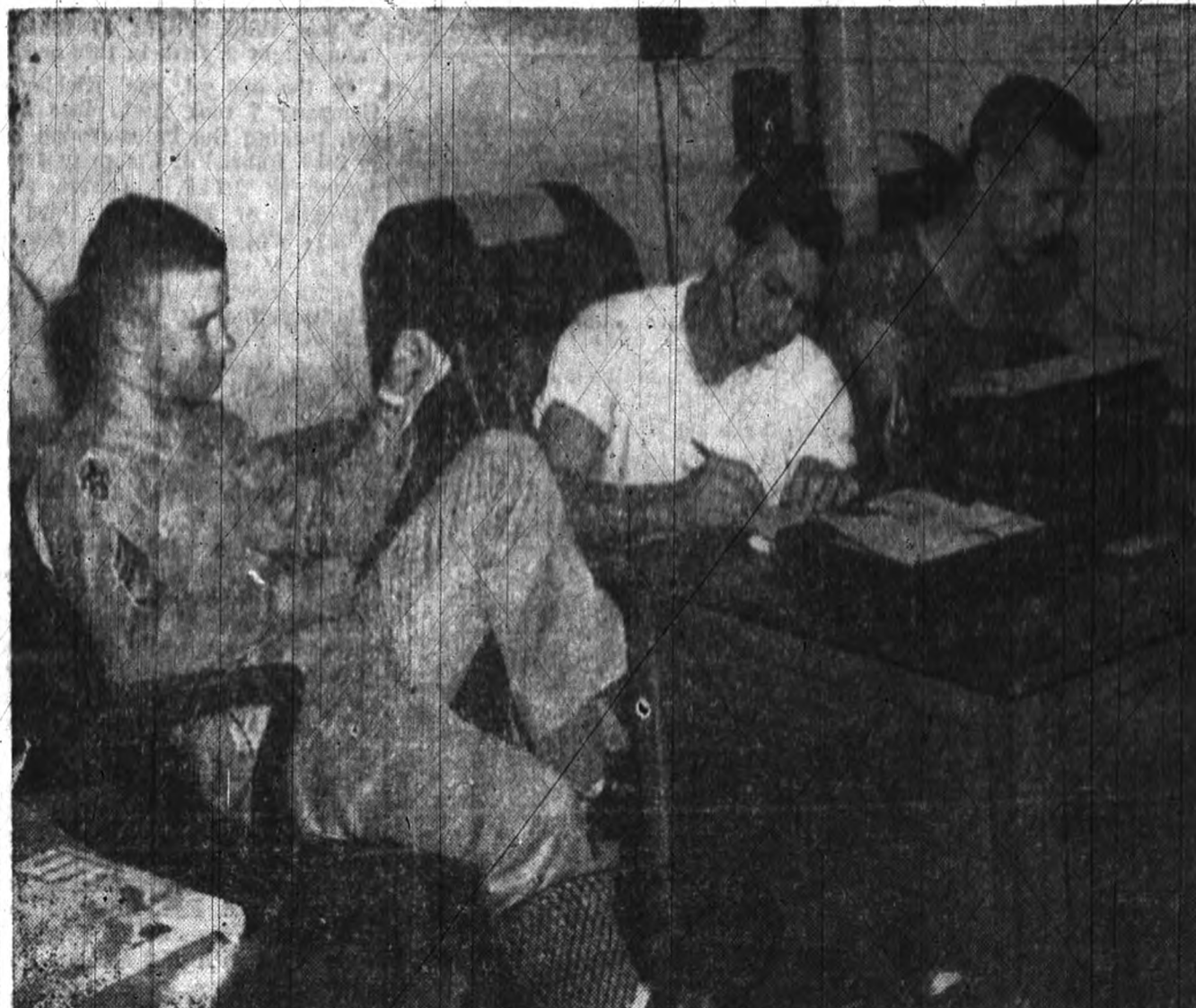
The lead page forms are then ready to be set up, and the managing editor once again enters the picture. The night before, he has made up a "dummy" page showing the location of the main stories and pictures for the front page. The "make-up" process then begins. Rows of type and headlines are set in a metal form by the

managing editor, who is all the while striving to get the most important stories in the key positions and yet achieve balance and overall "good looks."

It is at this time that all last minute decisions are made. Stories are shortened to fit the page, headlines that are too long are rewritten; continuation lines are written, and sometimes description lines for pictures and parts of stories are written in order to make everything fit properly.

This process takes about two hours and requires the experienced hands of the editor, who supervises the make-up; the managing editor, and the shop make-up man who (See MORE WORK, Page 6).

Step 6



Sack Spodee, right, sports co-editor, Billingsley, and Clark Munroe, feature editor, run through the galley proofs for errors. Proofs usually are read while the staff is in class. Errors on the

galley proofs are marked in a mysterious sign language that only linotype operators and a limited number of proofreaders can understand.

Know Your Market

Shirts
Are
Sales

- A & M Students spend \$141,040 a year for NON-MILITARY Shirts
- Scientific survey shows each student buys an average of 4.1 shirts a year.
- The average price paid for a non-military shirt is \$4.30.
- The average A&M student spends \$17.63 a year for shirts.

Only
THE BATTALION
Reaches all of these students every day.



WANTED: USED BOOKS

Beginning Tuesday, May 31, **THE EXCHANGE STORE** will offer to buy used books which are to be used here again and on which we need stock.

For good used copies we will pay 50% of list price.

We would also like to call your attention to the buying of old editions and discontinued titles sponsored by the Student Senate. This buyer will be in your store Wednesday and will buy immediately behind all our own buyers.

REMEMBER THE DATES
May 31 and June 1, 2 and 3rd

The Exchange Store
"Serving Texas Aggies"



You May Not Be GRADUATING . . .

But everyone knows a visitor expects GOOD FOOD

So bring 'em on down to our place fellows . . .

GOOD FOOD'S ALL WE HAVE!

Hotard's
CAFETERIA
Bryan